

# ST. XAVIER'S COLLEGE JAIPUR

Nevta - Mahapura Road, Jaipur - 302029, Rajasthan, India

*Affiliated to the University of Rajasthan*

*Approved under Section 2(f) & 12(B) of the UGC Act, 1956*



## COURSE OUTCOMES

**B.B.A.**

**(Bachelor of Business Administration)**

**Department of Business Administration**

## Course Outcomes (COs)

### B.B.A. Part – I

#### 101: Business and Management

The learners will be able to:

CO 1.	Identify the key elements of business formats
CO 2.	Differentiate between trade, commerce, and industry
CO 3.	Describe the principles of management and various schools of thought
CO 4.	Define the concept, process, and techniques of planning
CO 5.	Classify the various types of organisation structures and explain the concept of organisation
CO 6.	Analyse the concept of motivation and its underlying theories and techniques
CO 7.	Evaluate the conceptual framework of control and various techniques of control

#### 102: Business Communication

CO 1.	Describe the basics of communication and its process
CO 2.	Define the objectives of business communication
CO 3.	Identify and differentiate the types of business communication based on information flow, medium, and language use
CO 4.	Apply the principles of effective communication in both oral and written forms
CO 5.	Analyse the barriers to communication and propose methods to overcome them
CO 6.	Construct grammatically correct sentences by applying basic concepts of English grammar
CO 7.	Demonstrate effective public speaking skills in face-to-face situations such as seminars, interviews, and presentations
CO 8.	Enumerate the purpose and parts of a report
CO 9.	Describe the format, layout, and types of business letters
CO 10.	Practice various types of business letters

## Course Outcomes (COs)

### B.B.A. Part – I

#### 103: Legal Aspects on Indian Business

CO 1.	Explore the global legal environment in which businesses operate
CO 2.	Develop an approach to managing and maximising the value of the corporate legal function and analyse the dynamic nature of law
CO 3.	Identify current issues in the law of agency, indemnity, and guarantee contracts and assess their impact on business
CO 4.	Describe the special provisions of the Indian Contract Act
CO 5.	Identify the Sale of Goods Act and its contribution to the regulation of the Indian economy
CO 6.	Analyse the legal perspectives of payment methods in business transactions
CO 7.	Demonstrate a basic understanding of the Companies Act

#### 104: Business Economics

CO 1.	Define the basic principles and operations of business economics
CO 2.	Analyse consumer behaviour, including demand, elasticity of demand, cardinal and ordinal utility, and consumer surplus
CO 3.	Examine the production function, including supply, laws of production, returns to scale, and the expansion path
CO 4.	Analyse the concepts of cost and revenue in economics
CO 5.	Identify and describe the characteristics of different types of markets, such as perfect competition, monopoly, monopolistic competition, and oligopoly
CO 6.	List the determination of factor pricing in economics
CO 7.	Study and analyse national income and its components
CO 8.	Identify and explain the concepts and theories of economic growth and development
CO 9.	Compare the economic theories of Keynes and Classical economists
CO 10.	Apply an ethical understanding and perspective to various business situations

## Course Outcomes (COs)

### B.B.A. Part – I

#### 105: Financial Accounting

CO 1.	Outline the basics of bookkeeping and accounting
CO 2.	Analyse the generally accepted accounting principles (GAAP) and the functions of accounting
CO 3.	Describe the accounting procedures for the issue of shares and debentures
CO 4.	Evaluate the methods of calculating depreciation and managing provisions and reserves.
CO 5.	Identify the nature and scope of managerial remuneration in financial statements of companies
CO 6.	Classify the methods of preparing Bank reconciliation statement

#### 106: Fundamentals of Computer

CO 1.	Identify and bridge the fundamental concepts of computers with the students' current level of knowledge
CO 2.	Comprehend the functioning of operating systems, programming languages, peripheral devices, networking, multimedia, and the internet
CO 3.	Define binary, hexadecimal, and octal number systems and their arithmetic
CO 4.	Describe how logic circuits and Boolean algebra form the basics of digital computers
CO 5.	Demonstrate the building of sequential and combinational logic from basic gates

## Course Outcomes (COs)

### B.B.A. Part – II

#### 201: Strategic Management

<b>CO 1.</b>	Identify the forces impacting corporate and business strategies
<b>CO 2.</b>	Analyse critically the factors involved in strategy-making
<b>CO 3.</b>	Assess the resources and constraints for strategy-making in a business context
<b>CO 4.</b>	Define the importance of social, economic, political, and technological forces shaping business strategies
<b>CO 5.</b>	Investigate the impact of internationalisation on strategy-making

#### 202: Marketing Management

<b>CO 1.</b>	Define key marketing concepts, theories, and techniques for analysing a variety of marketing situations
<b>CO 2.</b>	Describe the role and functions of marketing and the dynamic nature of the environment in which marketing decisions are taken
<b>CO 3.</b>	Identify the concept of Marketing Research and the key techniques involved in conducting successful research
<b>CO 4.</b>	Analyse the various components of the marketing mix, including product, price, place, promotion, distribution, and public relations
<b>CO 5.</b>	Develop an understanding of the control of marketing operations, budgeting, and marketing audit

<b>Course Outcomes (COs)</b>	
<b>B.B.A. Part – II</b>	
<b>203: Human Resource Management</b>	
<b>CO 1.</b>	Identify the importance of Human Resources and their effective management
<b>CO 2.</b>	Describe the meaning and usage of different tools and processes used in planning and forecasting human resource needs
<b>CO 3.</b>	Analyse key issues related to administering the human elements such as motivation, appraisal, career planning, and development
<b>CO 4.</b>	Define the importance of a performance management system in enhancing employee performance
<b>CO 5.</b>	Identify the traits and styles of effective leaders

<b>204: Business Finance</b>	
<b>CO 1.</b>	Identify the importance and applications of financial management in business
<b>CO 2.</b>	Define financial planning, its objectives and benefits, and the types, areas, and stages of financial planning
<b>CO 3.</b>	Describe the methods used in financial planning to assess short-term financial needs
<b>CO 4.</b>	Identify the working capital requirements for a business
<b>CO 5.</b>	Analyse the purposes and tools of financial analysis and their importance in the financial control process
<b>CO 6.</b>	Describe the basics of investing in securities

## Course Outcomes (COs)

### B.B.A. Part – II

#### 205: Quantitative Techniques

<b>CO 1.</b>	Apply the scientific approach to decision-making in solving business problems using quantitative methods
<b>CO 2.</b>	Determine the most efficient use of limited resources to maximise benefits using models such as PERT/CPM
<b>CO 3.</b>	Identify the most profitable distribution pattern for transporting products and the best way to assign several objects to others
<b>CO 4.</b>	Develop decision-making models where the payoff depends on the decision and subsequent events
<b>CO 5.</b>	Identify the value of mathematical reasoning and analysis in daily life and the importance of certain mathematical techniques in optimising solutions to problems involving limited resources

#### 206: Management Information System

<b>CO 1.</b>	Describe the role of information technology and information systems in business
<b>CO 2.</b>	Record and relate current issues of information technology to business firms
<b>CO 3.</b>	Demonstrate a working knowledge of concepts and terminology related to information technology
<b>CO 4.</b>	Appraise the knowledge of Microsoft Office applications
<b>CO 5.</b>	Analyse how information technology impacts a firm
<b>CO 6.</b>	Describe how to use information technology to solve business problems
<b>CO 7.</b>	Illustrate the impact of information systems on society

<b>Course Outcomes (COs)</b>	
<b>B.B.A. Part – III</b>	
<b>301: Organizational Behaviour</b>	
<b>CO 1.</b>	Define the basic principles of organisational behaviour and analyse how these influence behaviour in the workplace
<b>CO 2.</b>	Analyse individual human behaviour in the workplace as influenced by personality, values, perception, and motivation
<b>CO 3.</b>	Identify group dynamics and demonstrate skills required for working in groups
<b>CO 4.</b>	Identify various leadership styles and evaluate the role of leaders in the decision-making process
<b>CO 5.</b>	Describe the main problems related to stress, power, politics, and ethics
<b>CO 6.</b>	Analyse the implementation of organisational change

<b>302: Indian Management Thought and Business Leaders</b>	
<b>CO 1.</b>	Identify the principles and practices of Value Management
<b>CO 2.</b>	Define the principles of moral decision-making in global business
<b>CO 3.</b>	Identify the trade-offs that face an ethical manager
<b>CO 4.</b>	Illustrate insights and managerial contribution of business leaders
<b>CO 5.</b>	Apply valuable insights from Famous Epics for learning management lessons



## Course Outcomes (COs)

### B.B.A. Part – III

#### 303: International Business

<b>CO 1.</b>	Define the basic mechanisms of international business
<b>CO 2.</b>	Identify the cultural norms of different cultures and theories associated with culture
<b>CO 3.</b>	Describe the legal frameworks in different legal environments
<b>CO 4.</b>	Identify the economic environments of different economies and their constituents
<b>CO 5.</b>	Explore the structures, significance, and schemes of the World Trade Organization (WTO)
<b>CO 6.</b>	Explore the building blocks for managing global operations and supply chain management
<b>CO 7.</b>	Identify the conceptual framework of international human resource management

#### 304: Cost and Management Accounting

<b>CO 1.</b>	Identify the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies
<b>CO 2.</b>	Define the place and role of cost accounting in the modern economic environment
<b>CO 3.</b>	List the selection criteria for costs based on their impact on business
<b>CO 4.</b>	Differentiate between methods of scheduling costs per unit of production
<b>CO 5.</b>	Differentiate methods of calculating stock consumption
<b>CO 6.</b>	Interpret the impact of selected cost methods on business operations
<b>CO 7.</b>	Identify the specifics of different costing methods

## Course Outcomes (COs)

### B.B.A. Part – III

#### 305: e-Commerce

<b>CO 1.</b>	Identify the components and roles of the Electronic Commerce environment
<b>CO 2.</b>	Describe how businesses sell products and services on the Web
<b>CO 3.</b>	Describe the qualities of an effective Web business presence
<b>CO 4.</b>	Describe e-Commerce payment systems
<b>CO 5.</b>	Define how to meet the needs of website visitors
<b>CO 6.</b>	Identify and reach customers on the Web
<b>CO 7.</b>	Identify web marketing approaches and elements of branding
<b>CO 8.</b>	Explore the client/server infrastructure that supports electronic commerce
<b>CO 9.</b>	Build an understanding of basic electronic commerce functions
<b>CO 10.</b>	Define legal and ethical issues related to e-Commerce

## Course Outcomes (COs)

### B.B.A. Part – III

#### 306: Comprehensive Viva-Voce

<b>CO 1.</b>	Explore the 'real' working environment to understand organisation structure, business operations, and administrative functions
<b>CO 2.</b>	Explore hands-on experience in the students' related field to reinforce theoretical learning from university
<b>CO 3.</b>	Develop cooperation and develop synergistic collaboration between industry and university for knowledge advancement
<b>CO 4.</b>	Facilitate opportunities for future recruitment by potential employers
<b>CO 5.</b>	Demonstrate the ability to write technical documents and deliver oral presentations related to completed work